

## Visit Costa Rica

### Background

In hopes of inviting potential American tourists to visit Costa Rica on their next vacation, Costa Rica Tourism Board turned to Colossal Media with a grand vision of painting six murals across NY and LA. Celebrating the vibrance and beauty of Costa Rica's landscape, the mural art was part of the Only The Essentials campaign, developed by the Costa Rican Tourism Institute.

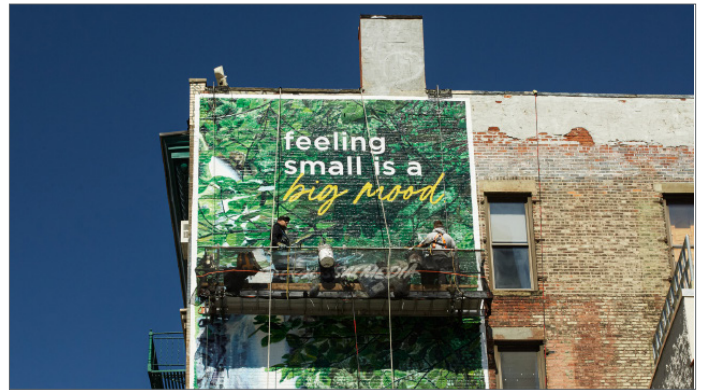
The art designed by Costa Rica Tourism Board featured unique scenes and lush hues from the Costa Rican landscape. Enamored with the creative, we gathered our brushes and painted to inspire viewers to escape the late-winter chill and experience Costa Rica for themselves.



### Objective

Our shared objectives were to:

1. Paint an OOH campaign that showcases the natural beauty of Costa Rica.
2. Drive tourism and awareness.
3. Capture video content to post online, and engage social audiences with social media contests.



### Strategy

The goal was to place the ads at strategic high-traffic points in two cities that attract a large number of potential visitors to Costa Rica. We achieved maximum impact by painting several murals spanning four months, complemented by additional high-impact placements popping-up throughout the flight. For additional range and audience engagement, beyond-the-wall layers were included such as mobile geofencing around every mural location. Leveraging the painting process for maximum intrigue, Colossal Studios turned pura vida into prime video content of the entire process, emphasizing our team painting the detailed foliage and encouraging viewers to watch until the end to see the complete scene.

In concert with the murals, Costa Rica Tourism Board held a contest on social media to further engage with their followers. The competition encouraged everyone who found the murals to take a photo or a selfie with the background image and to share it on Facebook, Instagram, or Twitter using the hashtag #CostaRicaMuralQuest. Posting the image entered participants in a contest to win a trip to Costa Rica as well as additional surprise prizes.

## Plan Details

**Markets:** New York, Brooklyn, and Los Angeles

**Flight Dates:** 4/4/22 - 5/1/22

**OOH Formats Used:** Painted walls

**Additional Media Formats Used (if any):** Social Amplification

Mobile Geofencing (through Colossal)

**Budget:** \$350,000

## Results

With their multilayered campaign, Visit Costa Rica achieved maximum reach. The campaign earned global impressions on the Visit Costa Rica social media channels, and through press outreach was featured on Teletica, a Spanish-language web publication. Mobile geofencing allowed for an additional touchpoint, engaging target audiences digitally to impressive effect. The campaign yielded 474,975 impressions, 1,365 clicks, and +219% higher than average performance.

## Additional Information

Beyond the audience insights gleaned from Geopath, we leaned on the authentic engagement often derived from hand painted walls to leverage social storytelling with custom content celebrating the artwork and story of each design.

### Testimonials

“Weighing in from the creative team to just say thanks and how great these look. The level of detail you get is incredible — definitely hitting on the kind of impact we want to make with these.” – Brent Anderson, Creative Director at MMGY

## Audience Metrics

Target Audience: 18 - 35-year-old city dwellers

TRPs / per week: NYC: 0.7 Brooklyn: 0.4 LA: 0.6

Target Audience Reach: Reach % / 4 Week

Manhattan: 1.3 Brooklyn: 0.6 LA: 1.2

Target Audience Frequency: 4 weeks

Manhattan: 2.2 Brooklyn: 6.2 LA: 4.1

